

50th Anniversary Steering Committee Minutes

Tuesday, March 28, 2017

Room 3129, Davis Building 3pm-4:30pm

Next Meeting: TBD

Attendees:

Lee Bailey
Dan Booth
Carol Bisnath
Vanessa Demello
Tara Fader
Shelley Hawrychuk
Donna Heslin
Teo Salgado
Bryan Stewart
Andrew Stelmacovich
Jane Stirling (chair)
Sasha Weidtch

Regrets:

Melissa Berger
Michael Genova
Bryn MacPherson
Mark Overton

AGENDA ITEMS

1. 50th Collateral

- 50th marketing items are popping up around campus now. If you haven't already seen them, be sure to stop by the RAWC, CCT, Library, Meeting Place and the bus shelters

2. Events / Projects

- Many celebrations are taking places around campus, while an increase of 50th event proposals are continuing to flow monthly
- Digital timeline teaser video shown to committee (attached)
- Completed 50th events are archived online; funded events include website article on 50th website
- Potential events (Steve Paikin, Mississauga council meeting, video recollection project) received favourable response, Jane to investigate

3. 50th Resources

- Backdrop, banners, table banners now available; to book for events contact Tara
- For further support for 50th branding including SnapChat filter, brochure design, contact Tara to discuss

4. Anniversary Funds

- Three funds have been established and are available online; proposals now being accepted for: 50th Celebrations, 50th Legacy and Ian Orchard Special Initiatives
- 8 member 50th Legacy Fund Subcommittee has met twice and identified criteria for funding

5. Analytics

- On monthly basis, 50th anniversary analytics will be shared with committee

6. 50th Swag

- All Steering Committee members received a 50th branded insulated bottle